

Business Voice

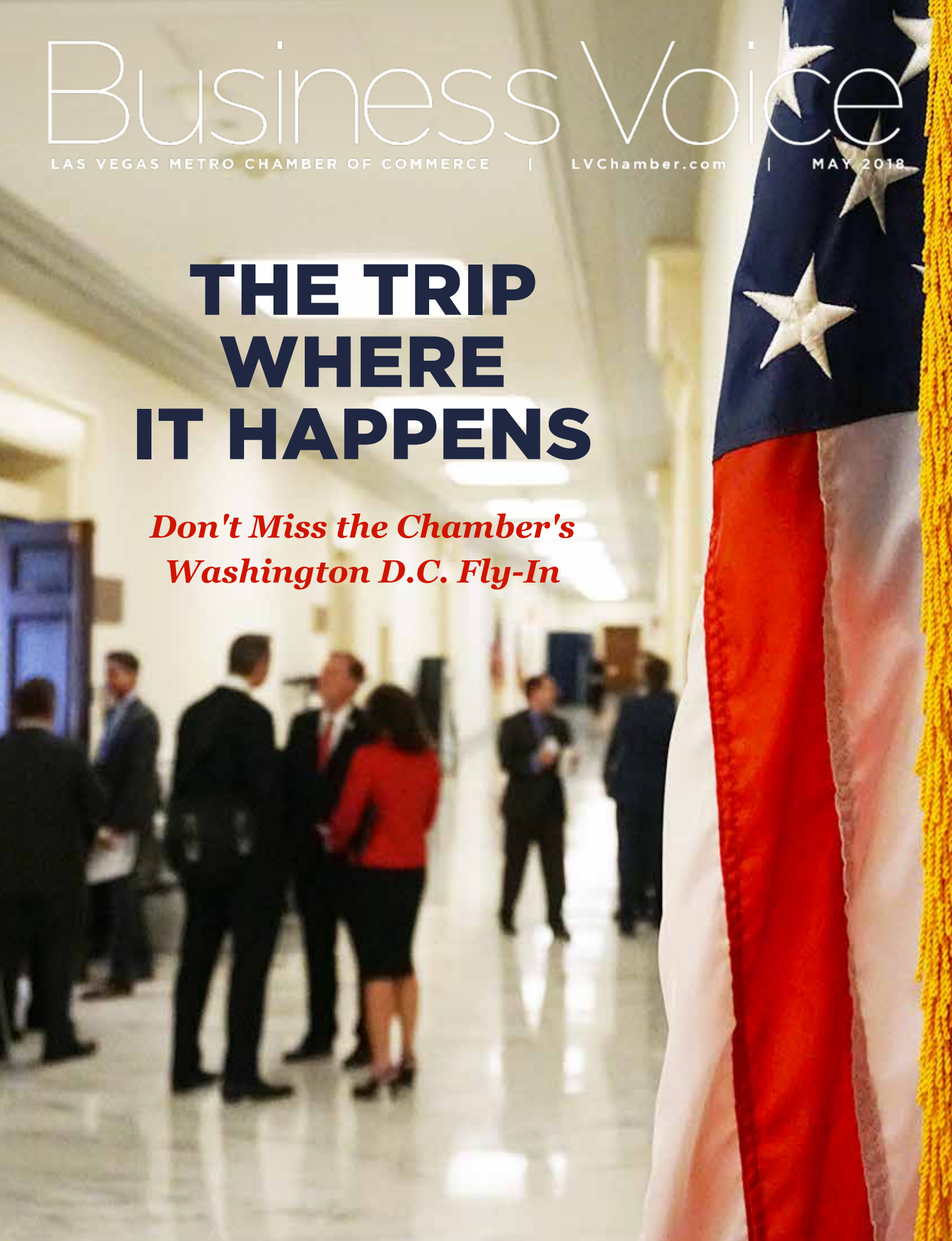
LAS VEGAS METRO CHAMBER OF COMMERCE

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| MAY 2018

THE TRIP WHERE IT HAPPENS

*Don't Miss the Chamber's
Washington D.C. Fly-In*





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See you in D.C.!

MARY BETH SEWALD
PRESIDENT & CEO



F

or almost 20 years, the Las Vegas Metro Chamber of Commerce has led a delegation of local and state stakeholders to Washington, D.C. to advance the mission of Nevada's business community. This year's trip is July 15-20, 2018, and we hope to count you among the attendees!

During this weeklong trip, the Chamber promotes the business community's federal agenda to Congressional leaders, and consults with think-tanks and other high-profile organizations and federal agencies on best practices and next steps for key policy topics, such as Yucca Mountain, homeland security funding, travel and tourism, water infrastructure, Interstate 11 and transportation issues, and much more. As you'll read in this issue, it is an incredible opportunity to have your voice heard as an investor in our state's future prosperity and to ensure that the issues important to our state's leaders are heard – loud and clear.

In addition, the trip also presents a number of events with exclusive invitation lists, prestigious venues, and impressive programming to demonstrate the importance of Nevada to our nation's leaders. Building on the success of last year with our inaugural Nevada State Dinner Gala, we are excited to announce that this black-tie affair will be taking place at the Willard Hotel, featuring a high-profile keynote address, appearances by some of Nevada's most recognizable dignitaries, and key individuals in federal policy.

We are also actively planning the Nevada Lights Up the Capitol Reception. Last year, the Metro Chamber welcomed more than 1,000 guests for an

evening of entertainment, bright lights, open spaces, free spirits, and an atmosphere unlike any other. We are expecting this year's event to count among its attendees Congressional representatives, staff members, and Nevada and Washington business and community leaders. These events represent not only a way to build relationships, but to reinforce our state's unique value to our nation's capital.

It is important that we assert the strength of our state by representing different industries, constituencies, demographics, and audiences. Your presence on this delegation signifies a strong and unified state ready to champion its priorities and legislative agenda. Earlybird registration for the trip ends May 4, so be sure to register soon. On behalf of our Board of Trustees and the Metro Chamber, I look forward to seeing you there.

"These events represent not only a way to build relationships, but to reinforce our state's unique value to our nation's capital."

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VOLUME 39 NUMBER 5

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Chamber News



Congresswoman Dina Titus to Share Insights at **Eggs & Issues**

How do decisions made in Washington D.C. affect the Southern Nevada business community? How can the community come together to enact change? Find out at the next Eggs & Issues, where U.S. Congresswoman Dina Titus (NV-1) will give business leaders insight on what they need to stay informed and engaged about on a federal level. Congresswoman Titus will discuss current economic and business issues and how they impact the Southern Nevada business community. Eggs & Issues will be held Wednesday, May 30, at the Golden Nugget Hotel & Casino, from 8:00 – 9:30 a.m. Tickets are \$40 for members and \$400 for a table of ten. This event is member-exclusive. For more information on Eggs & Issues, visit LVChamber.com.

Your Last Chance: Leadership Las Vegas, Advance **Applications Due This Month!**

Time is running out to apply for the 2019 classes of Leadership Las Vegas and Leadership Advance. Leadership Las Vegas is the premier executive development program in Southern Nevada, where leaders get connected to the community and enhance their leadership skills. Leadership Advance is tailored specifically for emerging leaders searching to enhance their leadership skills with hands-on leadership training, while also learning about the inner workings of Las Vegas. Applications for Leadership Las Vegas are due May 17, while applications for Leadership Advance are due May 31. For more information on Leadership Las Vegas or Leadership Advance, visit leadership.vegas or call 702.641.5822.



Dive into New Business Connections at **Business Blend**

Make a splash (and some new connections) at Business Blend, taking place Thursday, May 10, at Palace Station's recently renovated pool deck. Join your fellow Metro Chamber members and Vegas Young Professionals for an evening under the stars at the new resort-style pool deck. During the evening, you'll sip delicious cocktails, enjoy light bites, and make meaningful business connections. For more information or to register for Business Blend, visit LVChamber.com or contact 702.641.5822.



NEW! Don't Miss the Pop-Up Business Showcase

The Chamber's all-new boutique expo is coming up on Wednesday, May 23, at the Boman Pavilion of The Smith Center for the Performing Arts, from 3:00 - 7:00 p.m. Learn more about what's next in the world of small business finance from a panel of experts, enjoy beverages and light bites with your fellow members as you make new connections and build relationships, and visit with your exhibitors in an exclusive table-top expo area to see the latest and greatest in the Las Vegas market. Tickets for the Pop-Up Business Showcase are just \$15 for members (\$20 for non-members), and a select number of booth spaces are still available. For more information or to reserve today, visit LVChamber.com.



Advertisement



Revolutionary Start Up, Boxabl, Receives Additional \$4 Million in Development Capital

500 Group (www.500group.com), an intellectual property investment and technology development company announced its additional \$4 million-dollar investment in the Boxabl (www.Boxabl.com) project. Boxabl is a patented manufacturing technology that aims to revolutionize the housing markets by reducing construction costs by 40% and build times by 80%. More information can be found at: <http://boxabl.com/whitepaper.pdf>

Paolo Tiramani, 500 Group Founder, added:

"The additional monies will fund a working product and delivery demonstrator to showcase the patented technology as well as early development of the interactive software. It's a great way for interested parties to experience the technology first hand in an immersive and interactive way; it will be remarkable. This technical breakthrough can benefit people by significantly lowering home costs, as well as providing jobs in the State of Nevada and Las Vegas."



News You Need

U.S. Senator **Dean Heller** to Address Members

The Metro Chamber is pleased to welcome back U.S. Senator Dean Heller for its popular Business Power Luncheon series. Senator Heller will discuss federal issues that impact the business community, including Yucca Mountain, transportation, and water infrastructure, among other topics. The luncheon will be held Tuesday, May 29, with check-in and networking from 11:15 a.m. until noon, and the program from noon until 1:00 p.m., at the Strip View Pavilion at UNLV. This luncheon is a members-only event, and advanced registration is required, as there will be no walk-in registration on the day of the event. Tickets are \$55 per person, or \$550 for a table of ten. For more information or to reserve your seats, visit LVChamber.com.



National Travel & Tourism Week

National Travel and Tourism Week (NTTW) is an annual tradition for the U.S. travel community. It's a time when travel and tourism professionals across the country unite to celebrate the value travel holds for our economy, businesses, and personal well-being. This year's theme - Travel Then and Now - celebrates the 1983 Congressional resolution that established NTTW, as well as the contributions of the U.S. travel community over the course of the last several decades. NTTW will take place in cities across the national on May 6-12. For more information about National Travel and Tourism Week 2018, visit ustravel.org. For local initiatives for NTTW, visit lvcca.com.

National Federation of Independent Businesses Offers Help on Updating Harassment Policies

The National Federation of Independent Businesses (NFIB) has released a comprehensive overview of new labor and employment legislation and how businesses can review their policies and procedures on bullying, harassment, and discrimination to protect themselves from liability, prevent instances of harassment, and be able to address any occurrences promptly and efficiently. Resources include employee handbook assistance, training recommendations, and reporting mechanisms. For more information, visit nfib.com.

SBA Franchise Directory Helps Access to Capital

The U.S. Small Business Association (SBA) launched the SBA Franchise Directory earlier this year, which has streamlined the process for entrepreneurs looking to access capital. The directory is a one-stop shop to check the growing list of eligible brands for SBA financing. The SBA Franchise Directory is updated every other week and the vast majority of new brands are reviewed within 2-3 weeks. Potential franchises interested in being listed on the Directory should email copies of their Franchise Disclosure Document, the Franchise Agreement, and any other documents to franchise@sba.gov. There are no fees for franchises that want to be added to the Directory and it is accessible to everyone visiting SBA's website. For more information, visit sba.gov.



POP-UP BUSINESS SHOWCASE

A brand-new boutique expo focusing on small business connections and resources. Combining an exclusive table-top expo with a small business financing panel session and a high-energy networking mixer, this new event converges people, ideas, and opportunities for the Las Vegas business community.

WEDNESDAY, MAY 23

3:00 – 7:00 p.m. | 3:30 p.m. Educational Session | 5:00 p.m. Happy Hour
The Smith Center for the Performing Arts – Boman Pavilion

Attendee Tickets: \$15 - Includes one beverage and lite bites.

Table-Top Exhibit Space: \$275 - Open exclusively to Chamber members in good standing.

Get your tickets and exhibit space at LVChamber.com or by calling 702.641.5822.

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Your Scene | You're Seen

EGGS & ISSUES



During Eggs & Issues with U.S. Congresswoman Jacky Rosen, Chamber members heard about a variety of issues important to the business community, including Interstate 11, transportation and infrastructure, travel and tourism, and homeland security. Afterwards, President's Club members met with Congresswoman Rosen during a special roundtable event. *Photo credit: Nick Claus*



Women TO WATCH

**Nominations
Open May 14th**

Nevada Business Magazine's August edition will feature Women to Watch in Nevada. Nominate deserving women from May 14 to June 8. For a full list of the rules and to nominate go to NevadaBusiness.com/WomentoWatch

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Each year, the Las Vegas Metro Chamber takes a large delegation to Washington, D.C. for a week in front of federal lawmakers, think-tanks, policy groups, and more. Represented in the delegation are business and community leaders, elected and appointed officials, representatives from public agencies, and special guests – a group that encompasses the diversity, depth, expertise, and dedication of Nevada’s business community.

This year, the Chamber heads to Washington, D.C. to champion a variety of issues important to the growth of our business community, jobs, and the economy. The trip will take place July 15 – 20, with meetings and programming taking center stage July 16 – 19. In addition to meetings with Nevada’s Congressional delegation and Congressional leadership, the group will also meet with policy groups and think-tanks, including the Brookings Institution and the Woodrow Wilson Center, the U.S. Chamber of Commerce, and more.

In addition, the Chamber’s signature programming in Washington, D.C. continues to captivate national audiences. The Nevada State Dinner Gala, now in its second year, is a black-tie event that celebrates Nevada’s contributions and unique brand to federal audiences, and the Interstate 11 Caucus Reception continues to draw key Congressional representatives from Nevada and Arizona, as well as Congressional leadership, in an effort to further advance the project to connect Phoenix and Las Vegas. Lastly, the Nevada Lights Up The Capitol Reception draws more than 1,000 Congressional representatives, staff members, and special guests for an evening unlike any other that celebrates Nevada’s bright lights, open spaces, and free spirits – a party that pays homage to the state’s heritage and forward momentum. Additional opportunities to help foster relationships between delegation attendees and key guests and audiences in Washington, D.C. are also



included in the weeklong program. A complete schedule can be found on page 17.

“This trip is one of the best ways for Metro Chamber members to participate in our federal policy discussions,” says Bill Noonan, immediate past chairman of the Chamber and Senior Vice President of Industry & Government Affairs at Boyd Gaming Corporation. “The united voice that we bring to Washington helps us on a variety of issues.”

The contingent is one of the largest assembled Chamber fly-ins in the country, and represents a cohesive, collaborative approach to federal policy on part of the business community. Says Jill Rowland-Lagan, President and CEO of the Boulder City Chamber of Commerce, “The strong collaboration between the Boulder City Chamber and Metro Chamber has been fantastic. It is important to show Congressional members that we are a united business front and this trip is a great way of reinforcing that message.”

The issues discussed are some of the most important for the future of our region, ranging from transportation and infrastructure to sound water policy, federal grant issues, healthcare, cybersecurity, tourism, homeland

security funding, and more. Trip attendees are given opportunities to ask questions of those individuals and organizations directly influencing policy on some of the subjects that impact the current and future growth of Southern Nevada, the entire state, and the Intermountain West region.

YUCCA MOUNTAIN

For decades, the Chamber has opposed any transport of nuclear waste in Nevada, regardless of the radioactive level of the nuclear waste, because of security, safety, and health concerns to its millions of residents and visitors. However, the potential threat of reengaging the nuclear waste repository at Yucca Mountain is an issue in which the Chamber engages during every trip, and this year is no exception.

Even though the latest federal omnibus bill did not include funding for restarting the nuclear waste project at Yucca Mountain, it is imperative to keep the issue front-and-center to federal policymakers, assuring Nevada’s Congressional delegation that the business community stands against the project under any circumstances and raising concerns with Congressional leadership and out-of-state delegates that the project poses significant



risks to not only Nevada, but states that the nuclear waste must travel through to reach its destination in Nevada. It is important to stress that the project also involves millions of dollars and several years of testing, build-out, and other obstacles to see the project through to completion.

The Chamber has engaged in previous trips with a senior member of the House Energy and Commerce Committee who is a leading advocate for the growing movement to push legislation to restart the funding for Yucca Mountain. These conversations with committee members, and our business community's collective voice against the project, continues to be necessary and vital to fight the transport of nuclear waste to – and the storage within – the Yucca Mountain site.

INTERSTATE 11 FUNDING

For more than a decade, the Chamber has been one of the most vocal supporters of the Interstate 11 project to connect Phoenix to Las Vegas, currently the two largest metropolises in the U.S. not connected by an interstate highway. While the Chamber was instrumental in obtaining the initial funding to realize I-11's presence in Nevada, thanks largely in part to its federal efforts made during these Washington, D.C. fly-ins with key representatives of the business community,

there are still significant efforts to be made in advancing the funding for the Arizona portion, and eventually to extending the highway further along the Canamex Corridor.

During the trip, the Chamber will engage with Nevada's delegation, as well as policy groups and Congressional leadership, to ensure the voice of Nevada's business community is heard as it advocates for the economic development, safety, and infrastructure opportunities the interstate would bring not just to Nevada, but the Southwest and Intermountain West.

WATER RESOURCES

The availability and sustainability of water resources are essential to Clark County citizens. The ongoing draught conditions within the Colorado River Basin and the impact to Lake Mead are a great concern to economic stability in the region, as well as a potential threat to future growth and economic development efforts. During the Washington, D.C. delegation, attendees stress the importance of prioritizing to the Secretary of the Interior the challenges facing the Colorado River Basin States to federal leadership.

Recently, tension regarding the Colorado River within the Colorado River Basin States have



made headlines, making it even more timely and relevant to ensure that Nevada's short and long-term water needs are addressed and met. It is imperative to address these solutions in a fair and balanced manner, hearing from a variety of viewpoints from the Nevada business community.

HOMELAND SECURITY FUNDING/ URBAN AREA SECURITY INITIATIVE

The Chamber continues to partner with Clark County, the Las Vegas Metropolitan Police Department, and the cities of Las Vegas, North Las Vegas, and Henderson, to secure Urban Area Security Initiative (UASI) funding for Southern Nevada on an annual basis. This continues to be an uphill battle with the U.S. Department of Homeland Security, as the methodology used to develop the risk assessments associated with the program group hotels and casinos into one facility, and not a list of individual assets and properties. These clusters do not accurately describe these high-density facilities that are targets for terrorism.

The Chamber continues to work with its strategic partners, which include some of the Southern Nevada's largest resort corporations, to impress upon the Department of Homeland Security the devastating and long-term economic effects of a terrorist attack on Southern Nevada, and why the Las Vegas Urban Area's Relative Risk Profile needs to be substantially increased, as well as its share of UASI funding, to be able to closely monitor and respond to potential threats.

In addition, the Chamber also advocates for other funding streams associated with homeland security and protecting our region against major threats. The loss of other funding streams, including the Citizens Corps Program and Metropolitan Medial Response System, have increased the region's dependency on UASI and the need to diversify funding streams to protect our region. The Washington, D.C. delegation represents an important opportunity to voice these concerns and our unique economic position to federal audiences that have a direct impact on this funding.





FEDERAL GRANT DOLLARS IN NEVADA

Each year, the federal government transfers upward of \$500 billion in grants every year to states, local governments, and nonprofit organizations to fund a wide range of programs and services that range from healthcare to transportation, income security, education, job training, social services, community development, and environmental protection. For decades, Nevada has been among the lowest performing states in receiving federal grants (excluding Medicaid), despite having some of the highest documented need in the country. Nevada's low grant revenue costs local taxpayers and businesses hundreds of thousands of dollars.

The Chamber will meet with various policy experts, including the Brookings Institution, on how Nevada can tangibly increase its fair share of federal grant dollars, as well as how the business community can engage in the process, from accountability measures to grant opportunities and fulfillment. Putting Nevada's federal tax dollars to use in our communities has myriad benefits, including improvements to healthcare, education, transportation, workforce development, job training, and more, as well as significantly expanding Nevada's revenue without adding tax burden to businesses and residents. Likewise, returning some of Nevada's tax dollars to the state helps to stimulate the economy, and is money that would have otherwise have been spent in other states.

This trip is a significant way to have your voice, as a stakeholder in Nevada's future prosperity, heard and amplified to voices that

create and drive policy on a national level. Hugh Anderson, Chairman of the Chamber's Government Affairs Committee, says, "The Washington, D.C. trip provides members with the unique opportunity to engage and influence policy discussions that directly impact our business community. The agenda is packed with information, expert speakers, and key policymakers and is organized to maximize our time there. Year over year, we hear from our members what a good use of their time it is and how much return on investment they see from the trip."

The Chamber also offers special programming for spouses and partners on the trip, which includes registration for signature events, like the Nevada State Dinner Gala and Nevada Lights Up The Capitol, and social programming, behind-the-scenes tours, and networking opportunities.

Michael Bolognini, 2018 chairman of the Board of Trustees and Vice President and Market Leader for Cox Communications, invites members to join this year's delegation. "I am very excited about the D.C. program that the Chamber team has put together for our members. The feedback from last year's attendees was fantastic. We have incorporated several suggestions from our members, into the 2018 program to make it even more robust and valuable. As Chairman, I want to encourage our members to participate in this year's trip. There is no better way to build relationships with Congressional members, federal policy makers, and Southern Nevada business and community leaders. I look forward to seeing you in D.C."



REGISTER TODAY!

JULY 15 – 20, 2018

Cost:

\$1,495 – Earlybird registration (ends May 4)

\$2,195 – Standard registration (ends June 15)

Spouse/Partner Program:

\$895 – Earlybird registration (ends May 4)

\$1,195 – Standard registration (ends June 15)

Registration includes all transportation from hotel to meetings, plus meals and receptions. Dinners are on your own, but you will be provided transportation vouchers. You are responsible for your own air travel and transportation from the airport to the hotel, and back to the airport.

Host Hotel:

JW Marriott Washington, D.C.

(1331 Pennsylvania Avenue NW).

The Metro Chamber has a dedicated RSVP website for the room block at \$329, a deeply discounted rate. Please contact Joi Holliday, jholliday@lvchamber.com, for room information.

To register, visit LVChamber.com or call 702.641.5822.

SCHEDULE *(Subject to change)*

SUNDAY, JULY 15:

Optional Welcome Reception @ the Las Vegas Convention and Visitors Authority Rooftop

MONDAY, JULY 16:

Nevada State Dinner Gala @ The Willard Hotel

TUESDAY, JULY 17:

Chamber on the Hill Day:
Meetings with members of Congress

Interstate 11 Caucus Reception

WEDNESDAY, JULY 18:

Policy group and federal agency meetings @ the Woodrow Wilson Center

Nevada Lights Up The Capitol Reception

THURSDAY, JULY 19:

Policy group and federal agency meetings @ the Capitol Hill Club

Farewell Reception @ the National Harbor Wheel

FRIDAY, JULY 20:

Optional tour of the Capitol Hill Complex

So, you want to start a podcast...



"Y

ou really need to have an itch that you are scratching. Something that you need to get out into the world because it is less painful, more enjoyable, but often less painful for you to get out into the world than to keep it in your own head." – Tim Ferriss

JUST START

I can't remember the exact moment or trigger when I first thought about starting a podcast. I had been listening to more than my share of podcasts and really enjoyed this media. The first time that I can remember actually vocalizing the idea of me doing a podcast was July 2017. The premise would be sharing my Takeaways from the people who have influenced me the most.

It wasn't until October that I had iterated the podcast concept enough to really get serious. Episode One, the show introduction where I talk about what I'm doing, and the premise of the Takeaways podcast wasn't released until December 2017. The first show that I recorded with a guest was released January 2018 on iTunes, Stitcher, Google, and SoundCloud.

Once I determined this was something I would pursue I did exactly what you would expect. I went to Google: "how to start a podcast." Interestingly, the top posts auto-included things like "start a podcast as a bare

minimum" (audacitytopodcast.com) and "start a podcast for under \$100" (shopify.com). But the best advice I think I can possibly give anyone who is thinking about starting a podcast:

GET CLEAR ON YOUR "WHY."

Why do you even want to do this? Is it to market yourself or your business? Is it to establish a side hustle that you will monetize? Is it just for fun? Be specific. This is critical because you will most likely run into frustration and resistance. Knowing why you are doing this will get you through it. Here are three questions that you can dance with to get clarity. They come from another mentor of mine, Seth Godin (sethgodin.com):

Who is it for? Get specific about the persona of your audience.

What is it for? Perhaps you want to create a platform to meet interesting people and hear their story. Perhaps it's to establish thought leadership deep in your area of expertise.

What is the change you are seeking to make? The way Seth Godin explains this question is brilliant. Your target audience has a world view before they hear your podcast. What change are you seeking to make after they hear your podcast?



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EQUIPMENT & SOFTWARE

There is an ocean of videos, blog posts, and paid services (podcastersparadise.com) to help you get started. Think about where you will be recording your podcast and get the equipment most appropriate for your “studio.” Will you be traveling with your equipment? Will it remain stationary on your desk? I had listened to enough podcasts to know sound quality really matters so I decided I would invest up to \$1,000 on equipment to make it a quality endeavor.

SUPPORT

Another really smart thing I did was seek out someone locally who was already podcasting. Kri Edholm, owner of Leadership Excursions, started a fantastic podcast called Leadership Looks Like. She welcomed me and my staff into her studio and showed us her process and set up. Kri also answered many questions that I sent her over weeks as I was ramping up. The point I'm trying to make is finding a Kri can be incredibly helpful.

FINAL THOUGHTS

The last thing I'll say: you need to decide how much time and resources you are willing to invest in your podcast. It became extremely seductive when I started recording. I was ready to record multiple shows a week. But I went

back to those three questions. Who is it for? What is it for? What is the change I am seeking to make?

“Takeaways – Life Lessons Learned” is a podcast about learning from the wisdom of others. It is for people who seek to gain insights beyond themselves. For me, this is a hobby. I have no current intentions of monetize the podcast even though I've been asked by people to advertise on my show. But that's not what it's for. I just want to get the Takeaways from the people who have influenced me the most out into the world rather than keep them in my own head!



By: Hayim Mizrachi, President and Principal, MDL Group, a commercial real estate brokerage and property management company.

You can find Takeaways on Apple, Stitcher, Google Podcast, and Soundcloud. Make sure to subscribe and review! It helps people find the show.

If you have any questions, or if I can help you start your podcast in any way, you can reach me at hmizrachi@mdlgroup.com or on Facebook Messenger.

What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **MAY**.

CHAMBER UNIVERSITY

FRIDAY, MAY 4 – Building Better Business Relationships
FRIDAY, MAY 11 – Face-to-Face Marketing

SOUTHERN NEVADA FORUM

TUESDAY, MAY 1 – Healthcare – 3:00 – 4:00 p.m.
THURSDAY, MAY 10 – Good Governance – 10:30 a.m. – 12:30 p.m.
WEDNESDAY, MAY 16 – Economic Development – 8:00 – 9:00 a.m.
WEDNESDAY, MAY 30 – Education – 3:30 – 5:00 p.m.

May Sponsors:



1

TUESDAY, MAY 1

CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.
11:30 a.m. – 12:45 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

\$63 every six months. Guests always complimentary.

CHAMBER CONNECTIONS

Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. This is a place for professionals to grow their network and their businesses by sharing contacts, referrals and ideas.

5:30 – 7:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Contact agoldberg@lvchamber.com or call 702.641.5822 for space availability and cost.

3

THURSDAY, MAY 3

NEW MEMBER ORIENTATION LUNCHEON

Connect with fellow Metro Chamber members, staff, and volunteer Prospectors and Ambassadors. Over a light lunch, learn about your Chamber membership benefits and the Chamber's role in the greater context of Southern Nevada's economy.

11:30 a.m. – Noon Registration, Networking & Lunch

Noon – 1:30 a.m. Program

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

This event is open exclusively to all new members of the Las Vegas Metro Chamber of Commerce. Limited to two individuals per company.

Sponsors: American Family Insurance, Office Depot

9

WEDNESDAY, MAY 9

CUSTOMER SERVICE EXCELLENCE RECOGNITION CEREMONY

The Metro Chamber and the Las Vegas Convention and Visitors Authority are honoring all of the second quarter nominees for their dedication to great customer service at an evening with the Las Vegas 51s!

5:00 – 5:30 p.m. Check-in

5:30 – 6:30 p.m. Photo opportunity

6:30 – 7:00 p.m. Honorees take the field

7:00 p.m. Baseball game begins

Cashman Field

850 N. Las Vegas Blvd.

Program Sponsors: Las Vegas Metro Chamber of Commerce, Las Vegas Convention and Visitors Authority

Platinum Sponsors: Boyd Gaming, Cox Communications, Southwest Airlines

Gold Sponsors: AMR/Medic West, Geotab, Office Depot, Southwest Gas, Sunrise Hospital & Medical Center

2nd Quarter Ceremony Partner: Las Vegas 51s

Media Partner: KTNV 13 Action News

CHAMBER CONNECTIONS II

Meet potential new customers and make valuable business-to-business connections! Learn effective ways to network, incorporate social media into your personal and professional branding, and establish a group of peers dedicated to helping one another grow through business relationships.

5:30 – 7:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Contact lstein@lvchamber.com or call 702.641.5822 for space availability and cost.

00 - CHAMBER EVENT

00 - VYP EVENT

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

10

THURSDAY, MAY 10 PAUL CALL

During this monthly call, the Chamber's Vice President of Government Affairs, Paul Moradkhan, will review important local, state, and federal issues that impact the Southern Nevada business community. Open to President's Club members.

11:00 – 11:30 a.m.

To register, email Danica Torchin, dtorchin@lvchamber.com.
Sponsor: CenturyLink

BUSINESS BLEND AT PALACE STATION

Join your fellow Metro Chamber and Vegas Young Professionals members for an evening under the stars at the new resort-style pool deck at Palace Station Hotel & Casino. Sip cocktails, enjoy light bites, and make a splash with new connections.

5:30 – 7:30 p.m.

Palace Station - 2411 W. Sahara Ave.

Complimentary and exclusive to Metro Chamber and Vegas Young Professionals members

VYP Presenting Sponsors: Station Casinos, UNLV Lee Business School Executive MBA Program, Valley Electric Association, Inc.

"Make a Splash" Sponsor: The Plug N/D LLC

VYP Media Partner: *Las Vegas Review-Journal*

VYP Photographer: Kristina Alexis Photography

15

TUESDAY, MAY 15 CHAMBER VOICES TOASTMASTERS

See May 1

CHAMBER CONNECTIONS

See May 1

16

WEDNESDAY, MAY 16 CHAMBER CALL WITH MARY BETH SEWALD

Metro Chamber President and CEO Mary Beth Sewald will discuss new initiatives and programs, as well as changes and news happening at your Chamber.

11:00 – 11:30 a.m.

To register, email Danica Torchin, dtorchin@lvchamber.com.

22

TUESDAY, MAY 22 CHAMBER CONNECTIONS II

See May 9

23

WEDNESDAY, MAY 23 POP-UP BUSINESS SHOWCASE

The Pop-Up Business Showcase is a brand-new boutique expo focused on small business connections, value, and resources. The showcase includes an exclusive table-top expo; an educational session on small business finance from 3:30 – 4:30 p.m.; and a networking mixer with beverages, light bites, and interactive opportunities to meet fellow attendees beginning at 5:00 p.m.

3:00 p.m. Showcase begins

3:30 – 4:30 p.m. Small Business Finance Session

5:00 p.m. Happy Hour

7:00 p.m. Showcase close

The Smith Center for the Performing Arts - Boman Pavilion
361 Symphony Park Ave.

Exhibitors: \$275

Attendees: \$15 Members | \$20 Non-Members

Presenting Sponsor: Wells Fargo

Gold Sponsors: Cox Communications, NV Energy,

CenturyLink, Vegas PBS

24

THURSDAY, MAY 24 LEADERSHIP ADVANCE RECRUITMENT MIXER

Learn more about the Leadership Advance program, how it can enhance your career and develop your leadership skills, as well as the application process for the Class of 2019.

5:30 – 7:30 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Complimentary to attend.

Sponsors: Boyd Gaming, Cox Communications, Geotab, The Howard Hughes Corporation, Las Vegas Review-Journal, Nevada State Bank, NV Energy, Opportunity Village, Valley Health System, Wells Fargo

29

TUESDAY, MAY 29 BUSINESS POWER LUNCHEON FEATURING U.S. SENATOR DEAN HELLER

Senator Heller will discuss federal issues that impact the business community, including Yucca Mountain, transportation, and water infrastructure, among other topics.

11:30 a.m. – Noon Registration & Networking

Noon – 1:00 p.m. Program

UNLV – Strip View Pavilion - 4505 S. Maryland Pkwy.

Advanced registration required. This event is exclusive to Metro Chamber members.

\$55 per person | \$550 Table of Ten

Presenting Sponsor: Cox Communications

Sponsor: Nevada Broadcasters Association

30

WEDNESDAY, MAY 30 EGGS & ISSUES FEATURING U.S. CONGRESSWOMAN DINA TITUS

U.S. Congresswoman Dina Titus, representing Nevada's First District and currently serving on the U.S. House Committee on Transportation and Infrastructure, the U.S. House Committee on Veterans' Affairs, and the Subcommittee on Disability Assistance and Memorial Affairs, will make remarks about important federal issues for businesses.

8:00 – 8:30 a.m. Registration & Networking

8:30 – 9:30 a.m. Program

Golden Nugget Hotel & Casino - 129 E. Fremont St.

Advanced registration required. This event is exclusive to Metro Chamber members.

\$40 Members | \$400 Table of Ten

Sponsors: Allegiant Travel Company, Cox Communications, NV Energy, Porter Group, Southwest Gas, Sunrise Hospital & Medical Center, and Touro University

31

THURSDAY, MAY 31 VYP COMMUNITY CONVERSATIONS: SOCIAL MEDIA

Representatives from the City of Las Vegas, Las Vegas Lights FC, and Miss Nevada 2014 & Founder of Sin City Cupcakes, who will engage in a discussion about the ever-changing landscape of social media.

8:00 – 9:30 a.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

\$15 VYP+ Members | \$20 General Members

Sponsors: Station Casinos, UNLV Lee Business School Executive MBA Program, Valley Electric Association, Inc.

LESSONS FROM GRADE SCHOOL:

Don't Be A Copycat. It Could Cost You.



"But I'm just a small company, they won't sue me."

Damages are automatic in cases of copyright infringement, so this is a guaranteed win for lawyers. Most law firms who defend copyrights have automated the process so it takes very little effort on their part to send out a letter. Trust me, they have the energy and the time to come after you. Getty Images specifically has been VERY aggressive about pursuing infringers and has no sympathy for a sob story, and neither do several other major image sites.

"How do I avoid being a cautionary tale?"

First, make sure you have the right to use all images, which means with you've created them yourself or you've paid for (or otherwise obtained) the license. If you create your own images, the rights are automatically vested in you and then you can be on the other side of this article.

Second, if you hire a marketing person or website designer, make sure they are getting the rights to use the images they're putting on your website or in your marketing materials, or that they take responsibility for doing so. If your marketing infringes on someone else's copyright, it's really your hide, unless you have an agreement in writing with the person to whom you delegated that task.

Finally, if you are the unfortunate recipient of one of these letters, and can't provide proof that you have the rights to use the image, make sure you get a written release of claims before sending any settlement money.

In short, it boils down to what we all learned in grade school – don't be a copycat.



By Gina Bongiovi,
Corporate
Consigliere,
Bongiovi Law Firm
bongiovilaw.com
[@lawyergina](https://twitter.com/lawyergina)

H

ave you received a nastygram from a lawyer or from Getty Images accusing you of using an image they own without their permission? If so, I'm sure the letter demands a sizable sum for your impermissible use.

Often, we hear the reasoning "I didn't know I couldn't and it was only up for a few days/weeks/months/no one saw it." Unfortunately, the law provides strong protections for the creators of works and doesn't consider malice aforethought or the misunderstanding of the rules. If you are using an image that belongs to someone else for your own profit, you are violating copyright law. Following the law has become even more important now that Google image search makes it incredibly easy for creators, or their lawyers, to search for offenders and send out a demand letter.

Common misconceptions about the use of images available on the Internet:

"Not very many people saw it, so I shouldn't have to pay/should be able to pay less."

The penalties aren't dependent on how many eyeballs saw the image you used; they kick in just based on the fact you used the image without permission. It's at that point where you become liable for damages.

"I can use any image I can find online."

Before using an image for your own gain, you must first get written permission from the owner of the rights to the image. This is why it's safer and advisable to purchase your images through a stock photography service like Bigstock or istockphoto. If you use one of those services, you'll notice that you receive a license to use it for commercial purposes when you purchase the image.

There are a few exceptions to this rule under the doctrine of "fair use," but if you're operating a for-profit business, chances are pretty good your use wouldn't fall into this exception and you could get in trouble for using these images without a proper license.

"I took down the image, so we're good, right?"

See above comment. It's a given that you'll have to remove the image. The fact that it was posted at all means you, at one point, were infringing on someone else's copyrights in the image and removing it doesn't repair the damage that was done.

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President's Club

(B) Susan Cartwright

Vice President of Corporate Communications – Scientific Games

Susan Cartwright leads Scientific Games' global external and internal communications, as well as the Company's corporate social responsibility program. Cartwright focuses on developing and executing the Company's global communications strategy and tactics, corporate branding, executive thought leadership, web initiatives, and merger communications. Prior to Scientific Games, Cartwright served as Vice President of Corporate Communications for IGT and held a number of senior management positions in marketing, advertising, communications, and operations with leading global communications and advertising agencies.

(A) Brad Mishlove

CEO – Catapult Groups, LLC

Brad Mishlove is CEO of Catapult Groups, a peer advisory, business education, and coaching firm for entrepreneurs. While managing his own entities, including two multi-million contracting firms, Mishlove joined a CEO peer advisory board. After successful liquidity events, Mishlove began a career as a business coach and mentor to other entrepreneurs. In 2011, he formed Catapult Groups to provide experiential learning, training, and executive coaching to entrepreneurs. Mishlove is a graduate of the USC Marshall School of Business, and resides in Las Vegas with his wife and three kids.



(D) Chad McEnaney

Plant Manager – Meadow Gold Dairy

Chad McEnaney is the Plant Manager at Meadow Gold Dairy, a Dean Foods company. He has been with the Company for 15 years with wide-ranging supply chain responsibilities. In his current role, McEnaney and his team supervise a complex cold chain process from receiving fresh milk to ensuring a top-quality dairy product is loaded onto delivery trucks. McEnaney, his wife Marie, and their three children have recently relocated from Illinois and now call Las Vegas home.

(C) Mitch Fox

President and CEO – Nevada Broadcasters Association

Long-time Nevada broadcaster Mitch Fox is President and CEO of the Nevada Broadcasters Association, an organization which promotes and advocates on behalf of television and radio stations throughout Nevada. Fox has more than 30 years of broadcasting experience and is well-known as a debate moderator, legislative reporter, and host of "Nevada Week in Review." Fox was North Las Vegas Communications Director and Nevada State Director for the Porter Group, a DC-based lobbying firm. In that role, Fox represented the Nevada Broadcasters Association at the Nevada State Legislature and before members of Congress.

Spotlights

(E) Mike Wethington

General Manager - Town Square Las Vegas

Mike Wethington manages all daily operating functions for the center, which opened in November of 2007. He works closely with development, construction, marketing, leasing, and individual retailers. Wethington has more than 27 years of retail management experience, including general manager positions at Galleria at Sunset in Henderson and Victoria Gardens in Southern California. He is a Certified Shopping Center Manager and holds a degree in finance and real estate from New Mexico State University.



(F) Rick Schmidt

President/CEO - WestStar Credit Union

A transplant to Las Vegas, Rick Schmidt has been President/CEO of WestStar Credit Union since 2010. WestStar serves the gaming industry in Nevada. Under his leadership, the credit union has focused on outstanding service to its members and in giving back to the communities the credit union serves. WestStar has sponsored events to support local charities in Las Vegas and Reno. Schmidt and his wife have two boys, one a freshman at the University of Oregon and the other a junior in high school. His wife works in real estate.

(G) Sam Billig

Chief Executive Officer - HealthSouth

Sam Billig has more than 15 years of experience in the healthcare field. Prior to HealthSouth, she served as CEO for a rehabilitation hospital in Southern Kentucky and as area director of operations for a provider of rehabilitation services in Northern California. She has an associate's in physical therapy from Kent State University and bachelor and master degrees from Youngstown State University. Billig has extended HealthSouth's reach and commitment in the community through partnerships with the American Heart Association, American Stroke Association, and as a board member for the Nevada Hospital Association.



(H) Michael Bolognini

Vice President and Las Vegas Market Leader - Cox Communications

Michael Bolognini is Vice President and Market Leader for Cox Communications, Las Vegas, a \$1 billion, multi-service broadband communications and entertainment subsidiary of Cox. He oversees all business operations of the Las Vegas company, which employs 1,600 and serves more than 600,000 residential and commercial customers. Since 2012, his leadership has helped advance the company to become one of Nevada's largest, private non-gaming employers with a statewide economic impact of \$1.8 billion. Bolognini brings 38 years of experience in cable and telecommunications to his role as Cox's top executive in Nevada.

INFORMATION TECHNOLOGY ON DEMAND: Cybersecurity and IT Work Highly Driven, High-Paying Fields



M

any large companies see the value of IT and have cybersecurity departments, but now small and medium-sized organizations are realizing that their business runs on data and depends on information technology. These positions are becoming prevalent and demand a skilled workforce.

To better understand the emerging field, Western Governors University (WGU) partnered with online professional network, LinkedIn, to research various elements of the cybersecurity job market. They discovered what employers demand in an employee as well as what the industry looks like in terms of salary and growth. The full survey can be found at wgu.edu/linkedin-cybersecurity-study. This snapshot

into the IT industry will allow interested job seekers a look into the field and what the needs are to better prepare.

Interested job seekers can take solace in the fact that IT, especially cybersecurity, is not a temporary job description. In fact, "Securing your business is not a one-and-done investment, and more companies are beginning to realize this," said Greg Larsen, Director of IT Services at Dash2 and a graduate of WGU's MBA program in a guide created by WGU. "Hackers know that many companies don't do the foundational-level work, so they automate these attacks to target small to midsized businesses."

The results showed that in 2017 alone, job listings for cybersecurity grew 58 percent on LinkedIn. The demand for cybersecurity

professionals has reached critical levels and employers need a skilled workforce to fill these open positions. There are many high-paying entry and mid-level jobs that companies need to staff but are unable to find candidates with the right qualifications. According to LinkedIn, 71 percent of cybersecurity professionals have a college degree, and many entry-level positions require a Bachelor of Science in cybersecurity. Meanwhile, high-level positions require a master's degree, which can include a variety of focuses, such as information assurance, digital forensic science, and information security operations.

Cybersecurity has different roles and titles. Some people have more business-facing or analytical responsibilities, often reporting and translating cyber issues into business-level concern.

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These professionals typically have “analyst” in their title. While others build, test, and configure systems and typically referred to as “engineers” within the field.

According to data from LinkedIn, the most common job titles related to cybersecurity are information security analyst, network security engineer, information security engineer, cybersecurity analyst, information security specialist, cybersecurity engineer, and senior versions of those roles. While many of these cybersecurity positions require specific technical skills that can be learned during a variety of IT courses, others also rely on soft skills, such as customer service, communications, and project management. Individuals interested in that route can research analyst-level positions that best suit their skills and background.

Let’s get down to brass tacks; those interested in transferring to IT or even advancing within the IT field will find a median salary of \$92,500. Many entry-level positions start at \$59,000 and can go as high as \$123,000 for high-level positions and top-level management. Of the many positions LinkedIn reported for cybersecurity in 2017, 53 percent of those were entry-level positions allowing for many newcomers to learn the skills and enter the workforce.

Put simply, the cybersecurity industry is in dire need of skilled candidates. Employers are willing to compensate for this skillset and there is room for growth and advancement. With many IT higher education courses available, interested students can be well on their way to a new position in cybersecurity.



**By WGU Nevada
Chancellor
Spencer Stewart,
Western Governors
University**

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Member News

RED - PRESIDENT'S CLUB MEMBER



Announcements

Bank of Nevada's Rachelle Crupi was promoted to chief banking operations officer for Western Alliance Bank, the parent company of Bank of Nevada. Crupi has been with the bank since 2003, most recently serving as president. The company also promoted Bill Oakley to executive vice president. Oakley has spent more than 24 years in the financial services industry and has underwritten, structured, and negotiated more than \$2 billion in commercial real estate loans.



City National Bank hired Morris Jackson as vice president and group manager for its personal and business banking division in Southern Nevada. Jackson has more than 21 years of banking industry experience.



Fennemore Craig announced Jonathan Leleu has joined the firm's government affairs practice in Las Vegas. Leleu represents clients before every level of government on issues ranging from economic and urban development to land use and zoning.

The **Las Vegas Lights FC** debuted its new mascot, Cash the Soccer Rocker, in partnership with **Southern Nevada Harley-Davidson** dealers. "We love Las Vegas, we love Cashman Field and we love embracing all that it represents," said Lights FC Owner & CEO Brett Lashbrook. "Naming the mascot 'Cash' after the Cashman Family is the perfect tribute to what they've done for the community over the generations and what they've done for our new home. We can't wait for Cash to enter Cashman Field with his cape flying on a Harley-Davidson in front of capacity crowds throughout the season."

Sunrise Hospital & Medical Center named Karla Ramberger, DNP, RN, NEA-BC as its new Chief Nursing Officer. Ramberger is a champion of patient-centered care and the nursing practice with a demonstrated track record of improving patient and employee engagement, reducing turnover, and achieving quality goals.

Dr. Samir Pancholi of **Pancholi Cosmetic Surgery** is accepting applications for the 2018 Pancholi Scholarship for Nevada Educators. This \$2,000 scholarship is for any Nevada resident pursuing an education degree at an institution of higher learning. For more information about the scholarship and to submit an application before the June 13 deadline, visit drpancholi.com.



Kolesar & Leatham named James Patrick Shea as Shareholder and Chair of the Creditors' Rights, Financial Restructuring and Bankruptcy group. The Creditors' Rights practice group of Kolesar & Leatham is one of the oldest and most respected in Nevada.

The **State of Nevada** has been named a finalist for the 2018 Secretary of Defense Employer Support Freedom Award for its support of guardsmen and reservists from among 2,350 nationwide nominations.

Upcoming Events

Mehdi Zarhloul, owner of **Crazy Pita Rotisserie & Grill**, will be recognized as SBA's Small Business Person of the Year for the State of Nevada at the SBA Nevada Small Business Awards. The SBA Nevada Small Business Awards, co-sponsored by **Vegas PBS**, will be held on Thursday, May 3, at the **Gold Coast Hotel**, from 12:00 - 1:30 p.m., during Small Business Week, and will kick off with a small business networking expo at 9:30 a.m., followed by the awards luncheon. For more information, visit vegapbs.org.

Wheeling & Dealing

MDL Group represented a tenant in the sale of 39,348-square-foot of industrial property, located at 3828 Civic Center in North Las Vegas. The property sold for \$4,775,000.

Commercial Executives Real Estate Services represented JS Park Sahara, LLC in the lease of 3,785-square-foot of office space, located at 1850 E. Sahara Suite 107. The lease is valued at \$149,886.

Fisher Phillips announced that it has launched an advocacy company. FP Advocacy LLC is a wholly owned subsidiary of the national labor and employment law firm.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Community Service

City National Bank, Wells Fargo, and **Bank of Nevada** partnered with **Green Our Planet** for the Outdoor Garden Classroom Program, a comprehensive learning experience for PreK-12 grade school focusing on STEAM, nutrition, conservation education, and financial literacy. Las Vegas volunteers and financial experts from five regional and national banks visited fifth-grade classrooms across the Valley to prepare for the nation's largest student-run farmers market, organized by Green Our Planet. For more information, visit greenourplanet.org.

The Shade Tree received two \$45,000 grants totaling \$90,000 from the **MGM Resorts Foundation**. The funds will be used to support The Shade Tree's Children's Activity Center and Survivor Services Center.

Congratulations

Comprehensive Cancer Centers of Nevada announced that 25 of its doctors have been named to Castle Connolly's prestigious "Top Doctors" list. In 2018, two Comprehensive physicians were named "America's Top Doctors" and 23 physicians were named "Regional Top Doctors," spanning the specialties of medical oncology and hematology, radiation oncology, pulmonary disease, and surgery.



Samuel Lionel, director in **Fennemore Craig's** Las Vegas office, received the Legacy of Advocacy Award at the William S. Boyd School of Law Barrister's Ball.

Lori Algieri, an independent associate with **LegalShield**, was named the Las Vegas Metro Chamber of Commerce's Ambassador of the Year for 2017. Algieri has been a Chamber Ambassador for a year and a half, and a Chamber member since 2015.

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PC - President's Club **\$** - Chamber Member Discount



GREEN OUR PLANET

Green Our Planet's mission is to help conserve, protect, and improve the environment through education. Students learn, through hands-on, project-based learning, STEAM (Science, Technology, Engineering, Art and Math) projects, nutrition, and conservation. For more information, visit greenourplanet.org.



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Camp Bow Wow is a leading provider of upscale doggy daycare, boarding, grooming, and training. The Summerlin location provides pet parents all-inclusive pricing and the ability to watch their dogs play on their Hi-Def webcams. For more information, visit campbowwow.com.



MARSY'S LAW FOR NEVADA

Marsy's Law for Nevada/Question 1 has been endorsed by more than one hundred Nevada civic leaders, organizations, law enforcement agencies, and thousands of citizens. Marsy's Law seeks to elevate key rights of Nevada crime victims into the state's Constitution. For more information, visit NV.MarsysLaw.US.



GOLDEN ENTERTAINMENT

PT's Gold features award-winning dining and drink choices. The tavern has a great outdoor patio, 15 bar-top slot and video poker machines, comfortable seating, high-definition 4K TV's, and craft beer from PT's Brewing Company. For more information, visit pteglv.com.



NEVADA COOLER PAD

Celebrating 65 years in business and 25 years as a Chamber member, Nevada Cooler Pad is the local supplier for commercial evaporative coolers specializing in value engineering. Years of experience offer customers the most durable and reliable energy efficient coolers. For more information, visit nevadacoolerpad.net.



EUREKA! RESTAURANT GROUP

Eureka! is an all-American scratch kitchen specializing in gourmet burgers, craft beer, and small batch whiskey. It recently debuted its first Las Vegas location in the heart of Downtown Las Vegas. For more information, please visit eurekarestaurantgroup.com.

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GREEK DELIGHTS

Greek Delights serves authentic Greek cuisine made with quality ingredients and family recipes to the Southern Nevada community. Everything served at all locations is handmade with the freshest ingredients. For more information, please visit greekdelightslv.com.



RESOLUTIONS LAS VEGAS

Resolutions Las Vegas is a state of the art post-treatment supportive living facility in the heart of Downtown Las Vegas. Individuals in need of outpatient substance abuse treatment are paired with first-rate living accommodations to aid in their recovery. For more information, visit americanaddictioncenters.org.



TIDE DRY CLEANERS

Tide Dry Cleaners is the same Tide trusted for 65 years, and now they have created the professional dry cleaners that couldn't be packaged in a box or bottle. Science and service are combined to help bring faded colors back to life. For information, visit tidedrycleaners.com.



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Cox Debuts New “Smart Home” for Its Connected Independence Program, Demonstrates Power of Partnerships

S

taying safe and secure at home is a multi-generational issue, as is thriving and staying connected with new technology in a

smart phone-dominated world.

Through myriad partnerships in the community and collaborating with several boundary partners, Cox Las Vegas' Connected Independence program debuted the Cox Smart Home at Desert Mesa by KB Homes, a new community in the city of North Las Vegas currently under development. These smart homes are designed for those who want to age in place, or live as independent individuals rather than in assisted living facilities, and demonstrate another layer to Las Vegas as a “smart community.”

The U.S. Census Bureau projects that between now and 2050, the U.S. will see considerable growth in its elderly population, and by 2030, 20 percent of U.S. residents will be 65 and older, which impacts medical care and delivery systems, families who will need to care for loved ones as they grow older, and much more. AARP recently reported that nearly 90 percent of adults over the age of 65 prefer growing old in their current home

rather than move to assisted living. The Smart Home is a collaboration between the community, technology, and organizations who want to address the issue in an efficient and “smart” way.

“What we ultimately brought to life at our Connected Independence demonstration was the increasing convergence of technology and healthcare,” said Michael Bolognini, vice president and market leader of Cox Las Vegas, and Metro Chamber chairman. “It’s likely we’ve all been witnessing this convergence of technology in the medical field when we make in-person visits to our physician. But what stood out at the Cox Connected Independence demo is that we highlighted the viability of a doctor visit without the patient ever leaving home. That’s of interest to anyone with mobility issues, regardless of age.”

One of the main components of Connected Independence is Connected Care. Connected Care is the telemedicine arm of Connected Independence that connects physicians and doctors to patients through smart technology in the home. Doctors can respond to a patient’s real-time needs and access up-to-date medical records as

well as give consultation on simple health concerns. During the recent demonstration, Trapollo, a health technology company, showed a live patient-to-physician remote video chat and consultation. Other high-technology features included nutrition services, shopping, and personal care – all important components to maintaining independence. The homes, of course, are also integrated with Cox applications that keep the homeowners connected to their communities, including tools for home security, access to news and entertainment, and virtual reality hardware.

The demonstration included representatives from Cox, KB Homes, AARP, and Rendever. UNLV also had students on hand to demonstrate key “smart” features of its “Sinatra Living” house that competed in the biennial Solar Decathlon, a home designed for aging in place with key technology and design features that make the home safe, sustainable, and ready to utilize the latest technology to age in place.

For more information on the Smart Home project, visit cox.com.



WELCOME NEW MEMBERS!

**Welcome to the newest members of the
Las Vegas Metro Chamber of Commerce.
Please be sure to meet them at an
upcoming event, or check out their
business online at LVChamber.com on
the member directory.**

PRESIDENT'S CLUB:

City National Bank

JLT Specialty USA

24 Hour Fitness

360 Media Marketing

Abney Tauchen Group

Airborne Wildlife Control Service

Allstate Insurance- Thad Alger

**Ashley Furniture Home
Stores Summerlin**

Big Life Big Dreams

Blind Center of Nevada

Bonefish Grill Las Vegas

Bonefish Grill Summerlin

Casa Robles

Clark County Medical Society

Creative Coatings LLC

DEFENSEWERX (AFWERX-Vegas)

Direct Mortgage Funding

Eolus North America

Fiesta Mexicana Family Restaurant

Finocchio Consulting

GameWorks Las Vegas

Garden Foundation

GEM Consulting

Great Harvest Bread Co

HR Business Partner

Marvel Avengers

S.T.A.T.I.O.N. LV, LLC

Morrison Security Group

Oasis Biotech

Oxi Fresh South Vegas

Peak Financial Solutions

Philadelphia Insurance Companies

The Plug N/D LLC

PWI Construction, Inc.

Rave Media

ShareSquare

Staymobile

Systems29 Properties

Vander Protective Services

The Village Foundation

Members joined from March 15, 2018 to April 15, 2018

CHAMBER INTRODUCES NEW PUBLIC SAFETY MONTH CAMPAIGN:

Resources, Classes,
and Ways to Engage
on Keeping Your
Business, Staff, and
Customers Safe!

This June, the Chamber is proud to introduce a variety of tools and resources on public safety. The inaugural Chamber Public Safety Month will include a special Business Power Luncheon on the future of public safety in our community by stakeholders and agencies that collaborate every day on protecting residents and visitors of Southern Nevada.

Other resources also include:

- CPR certification classes for you and your employees
- First response training with "stop the bleed" and hands-only CPR components
- A blood drive with the American Red Cross
- An Active Shooter Training lunch and learn program
- New online planning resources and tools

More information will be coming in the next few weeks on dates and registration, so be sure to check your inbox on how you and your employees can engage with this valuable new initiative from the Las Vegas Metro Chamber!

If you are interested in sponsoring a program, please contact Will Ochoa at 702.586.3854 or wochoa@lvchamber.com.



GET YOUR BRAND IN FRONT OF CLIENTS, CUSTOMERS, AND THE BUSINESS COMMUNITY!



Sponsoring a Metro Chamber program or event gives your business opportunities to be seen by the Southern Nevada business community. Metro Chamber program sponsorships fit a variety of business sizes, industries, and budgets.

For more information on a sponsorship package, call **702.641.5822** today.

LVChamber.com

A woman with short blonde hair and glasses, wearing a patterned top, is smiling and looking at a tablet held by a man. The man is wearing a light-colored shirt and a dark vest. They are in a modern, brightly lit office or business environment. The image has a teal overlay.

HOW DOES
YOUR BUSINESS
STAND OUT?

**GREAT CULTURE?
EMBRACING INNOVATION?
GIVING BACK TO THE COMMUNITY?**

Tell the Metro Chamber how your business stands out in the marketplace and it could win a Business Excellence Award (BizE). Nominations are open now through May 31.

NOMINATE A BUSINESS TODAY AT LVCHAMBER.COM!

Celebrate the honorees at the annual
Business Excellence Awards Luncheon
Wednesday, September 12
Red Rock Casino Resort Spa



Exclusive Sponsor:

NEVADA STATE BANK



Vegas Young Professionals

Presenting Sponsors



Upcoming Events

THURSDAY, MAY 10 BUSINESS BLEND

5:30 – 7:30 p.m.
Palace Station Pool Deck
Complimentary for VYP
and Chamber members

THURSDAY, MAY 31 COMMUNITY CONVERSATIONS: SOCIAL MEDIA

8:00 – 9:30 a.m.
Las Vegas Metro Chamber
of Commerce
\$15 – VYP+ Members
\$20 – General Members

Register online at
VegasYP.com



FINDING A PROFESSIONAL MENTOR

By Matthew Lindsey, Entrepreneur & VYP Marketing Chair

Many revered business leaders attribute their successes to the guidance and leadership of a mentor. Mentors can provide their mentees with valuable insights on the tricks of the trade, industry challenges, and the path to success.

Before you find a mentor who's right for you, remember that your mentor is not your personal life coach. You are an apprentice and they are the master of their industry. Mentorships hinge on a person's adaptability to personal development and growth. Mentors have an opportunity to empower and lead by example and they can only do that if their mentee is willing to grow.

DO YOUR RESEARCH

When asking someone to be a mentor, the first thing to do is research. Make sure the mentor you choose is a good fit for your goals. Time is something that neither you nor your mentor want to waste, so knowing what you want is going to be your key priority.

MAKE THE ASK

Making the ask can be an intimidating experience. When approaching your prospective mentor, tell them that their time is valuable and that you will honor their investment in your success. You can also offer your services for real world examples or hands-on training. Bringing value in the form of positive feedback, social media advice or industry trendspotting will be appreciated by a mentor as well.

CRUSH YOUR GOALS

After they've accepted the mentorship, you can start defining goals and crushing them – together. Nothing shows your mentor that you are a good apprentice more than progress. It's the greatest compliment of their investment in you.

FIND A MENTOR

There are many places to find mentors, including your job, a professional networking group in which you're involved or even on LinkedIn's "Career Advice" section. SCORE, the nation's



Fusion Mixer

@

**VU BY
CHRISTOPHER
HOMES**



What a “vu!” During the April Fusion Mixer, Vegas Young Professionals members took in breathtaking views from Vu by Christopher Homes and built new professional relationships with one another.

largest network of volunteer business mentors, is a great resource for those in niche industries. Additionally, VYP has an Emerging Young Professionals (EYP) Outreach Committee that is focused on engaging and mentoring graduating students, entrepreneurs, and other young professionals. VYP

is working with community partners to start a new mentorship program. If you're interested in connecting with a mentor, contact eyp@vegasymp.com.

As a young professional, it is imperative to learn from the successes of predecessors while

 *Kristina Alexis*
PHOTOGRAPHY

simultaneously understanding the importance of adaptability. The mentor-mentee relationship opens a door for creative expression and is meant to serve as a birthplace of inspiration, innovation, professional growth and oftentimes, a lifelong connection.

The Final Word

APRIL ACCOMPLISHMENTS

In April, your Metro Chamber “sprung” to action with a variety of programming, new benefits, and other ways for our members to engage, connect, and find value. Here are just a few ways the Metro Chamber worked for you in April:

- Welcomed new Vice President of Membership Development, Will Ochoa, as well as new Business Development Executives Joe Green and Michelle Weston, and new Member Engagement Liaison Grecia Small.
- Heard from U.S. Congresswoman Jacky Rosen (NV-3), on the federal issues impacting the Southern Nevada business community and how business leaders can engage during the Eggs & Issues breakfast series, at The Smith Center for the Performing Arts.
- Premiered a special episode of Like Nobody’s Business, the Chamber’s social media show, where Chamber President & CEO Mary Beth Sewald sat down with Chris Brown, EVP of Conventions and Business Operations for the National Association of Broadcasters, to discuss the impact of the NAB Show on Las Vegas and what’s next for the broadcasting industry.
- Took in the amazing views of MacDonald Highlands and made high-quality connections with fellow young professionals at the Vegas Young Professionals Fusion Mixer at Vu by Christopher Homes.
- Made great connections all over town during the Spring Neighborhood Mingle, with events held in Henderson, North Las Vegas, and Southwest Las Vegas.
- Discussed Chamber activities and upcoming Chamber projects with Chamber President & CEO Mary Beth Sewald during the monthly Chamber Call.
- Engaged with and heard the story of City of North Las Vegas Mayor John Lee during Vegas Young Professionals’ Bigwig Lunch Time.
- Featured Las Vegas’ growing interest in sports and the economic benefits becoming a sports town could produce during Focus Las Vegas.
- Learned how to use video to boost business, HR strategies for small businesses, and discussed strategies to implement business goals during April’s Chamber University sessions.
- Celebrated member milestones with ribbon cutting ceremonies, including those for Greek Delights, Resolutions Las Vegas, and Tide Dry Cleaners.



ALLERGY SEASON SURVIVAL GUIDE

- 

CHANGE CLOTHES
AFTER BEING OUTSIDE
- 

SHOWER
FREQUENTLY
- 

STAY
HYDRATED

4. SAVE ON YOUR PRESCRIPTIONS



DRUG NAME	QTY	RETAIL PRICE	DISCOUNT PRICE	SAVINGS
Montelukast (Singulair) TAB 10MG	30	\$33.98	\$16.18	52%
Levocetirizine (Xyzal) TAB 5MG	30	\$69.72	\$14.95	79%
Azelastine SPR (Astepro) 137MCG	30ML	\$81.99	\$29.50	64%
Desloratadine (Clarinet) TAB 5MG	30	\$131.83	\$28.35	78%
Clarinet (Brand) TAB 5MG	30	\$409.62	\$235.26	43%

*Discounted prices were obtained from participating pharmacies. Prices vary by pharmacy and region and are subject to change.



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POP-UP BUSINESS SHOWCASE

EDUCATION SESSION ON
SMALL BUSINESS FINANCE

HAPPY HOUR & NETWORKING

TABLE-TOP EXHIBITS

**RESERVE YOUR
BOOTH TODAY!**

Wednesday, May 23

3:00 – 7:00 p.m.

The Smith Center for the Performing Arts – Boman Pavilion

Get your tickets and exhibit
space at LVChamber.com or by
calling 702.641.5822.



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MAY 2018

**BUSINESS
POWER
LUNCHEON**



**U.S. Senator
Dean Heller**

Tuesday, May 29

11:15 a.m. – 1:00 p.m.

\$55: MEMBERS

\$550: TABLE OF TEN

STRIP VIEW PAVILION AT UNLV

702.641.5822 or LVChamber.com